



TRADEWINDS 2000

Agricultural Export Program
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Brought to you by the California Department of Food and Agriculture

An Update from the Agricultural Export Program

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Saudi Arabia proposes new standards for imported food products

The Agricultural Export Program has received draft standards for various food/ag products entering the Kingdom of Saudi Arabia from the US Agricultural Trade Office in Riyadh. The draft standards, being proposed by the Saudi Arabian Standards Organization (SASO), concern the following products:

Cereals and Pulses

Burgul

Soy Protein Products

Enumeration of Bacillus Cereus

Animal Feeding Stuffs

Meassel Tobacco

For complete text of any of these proposed standards, please contact the Ag Export Program.

South Korea Regulations on Fruit Flies

In July 2000, at the request of the United States Department of Agriculture, a three member regulatory/scientific inspection team from South Korea visited California to evaluate the response to incipient exotic fruit infestations here. As a direct result of this visit, South Korea has indicated that it will now recognize the validity of any exotic fruit fly quarantine boundary established by CDFA. Previously, South Korea established additional buffer areas or prohibited host material from the entire affected county.

Agricultural Exports to Cuba?

In October 2000, the U.S. Congress passed legislation, later signed by the President into law on October 28, 2000, which changed the US-Cuba trade relationship by enacting certain exceptions from US sanctions legislation for agricultural and medical exports. The Trade Sanctions Reform and Export Enhancement Act of 2000 was not comprehensive and prohibitions remain. The ban on US imports from Cuba was not changed by this legislation.

Secretary, William (Bill) J. Lyons, Jr

Deputy Secretaries: Chris Wagaman, Tad Bell & Dan Webb

Assistant Secretary, Vanessa Arellano

Agricultural Export Program Staff:

Fred Klose, Juan Almanza, Josh Eddy, Ken Brock,

Suzanne Lashley, Beth Jensen

◆Trade Shows◆

For further information on how to participate, please contact AEP at (916) 654-0389

We are currently sponsoring California pavilions the following shows:

Fruit Logistica

January 18 - 20, 2001 - Berlin, Germany

FOODEX 2001

March 13 - 16, 2001 - Tokyo, Japan

ANTAD 2001

March 17 - 19, 2001 - Guadalajara, Mexico

IFE 2001

March 25-28, 2001 London, England

FMI/NASDA

May 5-7, 2000 - Chicago, U.S.

HOFEX 2001

May 8 - 11, 2001 - Hong Kong

SIAL Mercosur

August 21 - 24, 2001, Buenos Aires, Argentina

ANUGA 2001

October 13 - 17, 2001 - Cologne, Germany

Organic/Natural European Promotion 2001

BIO FACH, Nuremburg Germany

February 15-18, 2001

Sponsored by: Western US Agricultural Trade Association (WUSATA)

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HAPPY HOLIDAYS



FOOD IS RIPE FOR THE INTERNET

When it comes to food, business-to-business (B2B) sites are hot. Businesses are looking to the internet to find suppliers, services, prospects and trade partners. It's also a new operational tool that helps manage a transaction through delivery, collect payments and follow through after the sale. Whether you simply dispense information or sell to consumers or businesses, the internet can certainly be a valuable tool for your company. And if you want to expand into international markets, it can be a tool you don't want to be without.

RESOURCES FOR ADVERTISING AND PROMOTION ON THE INTERNET

www.myexports.com List your company for free in this buyer's guide to U.S. products and services.

www.glreach.com Advice and information for preparing web sites to address the world market.

www.exploit.com/wizard/ Automatically submits your URL to hundreds of search engines.

www.interadsales.net Provides advertising to leading European and international web sites. (*Global Food Marketer Sept/Oct 2000*)

NEW B2B WEBSITES

www.UnitednatureX.com: this globally operating business-to-business (B2B) marketplace for certified organic and natural products opened October 5, 2000. The world market for organic products is rapidly expanding; however, high dynamics, extensive fragmentation and a low level of transparency are making it difficult for many to enter the market.

FarmChina is the first and only B2B website in China specializing in Agricultural products. It provides an e-commerce platform to connect buyer and sellers in China with their partners abroad. FarmChina has been chosen as a Stackyard SuperSite and was featured as 'Site of the Month' for August 2000. <http://www.farmchina.com>

AgEx.com is the premier B2B e-marketplace for the global food industry. AgEx uses the power of the internet to facilitate and improve the efficiency of commercial trading. AgEx was recently named one of the web's best agricultural sites by Forbes Online.

U.S. AG EXPORTS TO MEXICO ON PACE TO REACH US\$7 BILLION

If current trends continue through the remainder of 2000, as the Agricultural Trade Office expects, exports of US agricultural, fish and forestry products to Mexico will reach a record \$7 billion by year's end. As the Mexican economy continues its robust recovery, spurring increased local consumption, immediate prospects for further growth in US agricultural exports are bright. The product category growing the fastest is consumer-oriented products – up a whopping 31% through June. Big winners thus far this year are: processed fruit and vegetable (+102%), fruit and vegetable juices (+59%), red meat (+35%), wine and beer (+35%), poultry products (+34%) and pet food (+32%). All are on their way to record year-end levels.

USDA'S WORLDWIDE AGLINK

Funded through FAS's Emerging Markets Office (EMO), Worldwide AgLink seeks to encourage small and medium-sized US agribusinesses to explore trade opportunities and joint activities with companies within the developing markets of Eastern Europe and the former Soviet Union. USDA recognizes that small and medium-sized companies do not usually have budgets for international travel and marketing, therefore, the AgLink program is designed to provide financial and administrative support for US managers to visit these markets, identify potential partners for joint activities and offer practical on-the-job training to their foreign counterparts. By helping US companies develop linkages with foreign companies, USDA is setting the groundwork for both short and long-term export development.

USDA/FAS ONLINE US SUPPLIER LIST

The U.S. Supplier List provides foreign buyers with contact information of qualified U.S. suppliers of food, farm, seafood and forest products. This service is widely promoted by U.S. Embassies to ensure that every one of their contacts has access to updated information on U.S. suppliers. To become a part of this database, please visit FAS's web site at: <http://www.fas.usda.gov>